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Book Websites

tenyears.co.uk

outsidefortresseurope.com

britishbusinessmanifesto.com

Top Skills

Business Education

Economics Advisor Executive

Development Innovation

International Business

Management Consulting

Strategic Management

Colin Edward Egan

Management Academic & Economics Advisor

United Kingdom

Summary

Colin is Principal Consultant of **Nexus Knowledge**, a management development practice engaged in the design and delivery of organizational transformation programmes & business education initiatives. He is also Academic Director of **Strategic Management Think Tank**, an independent publishing imprint exploring global business and marketing strategies in developed and emerging markets. Its first major initiative was the Outside Fortress Europe Research Project. This led to the 2018 books *Ten Years That Shook the (Capitalist) World* and *Outside Fortress Europe: Strategies for the Global Market*. Second editions of these books were published in **December 2021**. A third book from the project, *British Business Manifesto: Strategies for Profitable Growth*, is scheduled for publication in **April 2023**. Colin's research focus is on globalization dynamics and their impact on business and society.

Between 2007-2015 Colin was Visiting Academic at Warwick Business School (WBS) where he taught Core and Elective MBA international business and marketing courses and supervised Masters' theses. From 2008-2013 he was Coca-Cola Chair, Professor of Marketing and Strategic Management at IEDC - Bled School of Management, Slovenia, and before this Professor of Strategic Management at Leicester Business School, De Montfort University between 1995 and 2007.

He has worked as an economics and business advisor to large corporations, providing consultancy and delivering in-house executive development programmes for companies including BP, Castrol, IBM, Philips, Reed Elsevier and YKK. He has also worked with Small and Medium-sized Enterprises (SMEs), primarily in partnership with organizations such as the Chartered Institute of Marketing and various chambers of commerce.

Experience

Nexus Knowledge

Management Academic & Economics Advisor

October 2000 - Present (21 years 10 months)

Global

University Clients

- Aston Business School, University of Aston, Birmingham, UK.
- Cranfield School of Defence Management, Cranfield University, UK.
- Danube Business School, University of Krems, Austria.
- Duke CE - Faqua School of Business / London School of Economics Joint Venture, UK).
- Hong Kong University of Science and Technology (HKUST), Hong Kong.
- IEDC - Bled School of Management, Slovenia.
- International University of Monaco, Monaco.
- Rotterdam School of Management, Erasmus University, Rotterdam, Netherlands.
- SKOLKOVO, Moscow School of Management, Moscow, Russian Federation.
- Università IULM, Milan, Italy.
- Warwick Business School (WBS), University of Warwick, UK.

Awards

WBS 'Outstanding MBA Teacher': 2006/2007; 2007/2008; 2008/2009; 2009/2010; 2010/2011.

WBS 'Outstanding MSc Teacher': 2009/2010.

Long Term Corporate Clients (engagements of 3 or more years)

- BP
- Castrol
- Chartered Institute of Marketing
- Coral
- IBM
- Premier Foods
- Reed Elsevier (RELX)
- Royal Philips International
- Tata Steel
- YKK

Award

Nominated for BP Helios Award, 2005: BP E&P DCT Global Management Development Programme.

International Experience

Courses, workshops, seminars, masterclasses, think tanks, tutorials, speaking engagements and consultations in 46 countries.

Sector Experience

Consumer (FMCG/Durable); Education; Financial Services; Industrials; Medical & Pharmaceuticals; Oil & Gas; Public Sector; Publishing; Retailing; Service Industries; Technology & Electronics.

University of Warwick - Warwick Business School.

Various Titles

June 2007 - September 2015 (8 years 4 months)

Coventry, United Kingdom

Strategy and International Business Group

MSc Teaching: Environment of Business; International Business; Global Business Strategy.

Marketing and Strategic Management Group

MBA & MSc Teaching: Market Analysis; Marketing Strategy; Integrated Marketing Communications; International Marketing. MSc and MBA Thesis / Dissertation Supervision. Executive Education Teaching.

IEDC - Bled School of Management.

**Professor of Marketing and Strategic Management,
Coca-Cola Chair in Marketing**

September 2008 - December 2013 (5 years 4 months)

Bled, Slovenia

De Montfort University - Leicester Business School.

Professor of Strategic Management

October 1995 - September 2007 (12 years)

Leicester, United Kingdom

University of Warwick - Warwick Business School.

**Lecturer in Marketing and Strategic Management October
1990 - September 1995 (5 years)**

Coventry, United Kingdom

Bradford University School of Management.

Teaching Fellow in Marketing and International Business

October 1988 - September 1990 (2 years)

Bradford, United Kingdom